ERIC Document Resume	See Instruction Sheet	DATE OF RESUME 7/14/65	DATE RECEIVED

A. PUBLICATION DATA

1. ERIC NUMBER	2. ORIGINATOR CONTROL NO(S).	3. IDENTIFICATION NO.
ED000336	1068	N.A.

DO NOT WRITE IN SPACE BELOW

4. AUTHOR(S):
N.A.

5. TITLE OF DOCUMENT ABSTRACTED:
The Great Plan...What? And How?

6. PUBLICATION TITLE:
Alumni News

7. EDITOR(S):
N.A.

8. PLACE OF ORIGIN
ORG. Okla. City Univ.
ST. Okla. City, Okla.
CITY, STATE
TELE. EXT.
INST/LOC CODE

9. PUBLISHER OR SOURCE
Oklahoma City University

10. VOL.	11. PAGES	12. MO./YR.	13. TOTAL PP.
4	2-3	Winter 60	2

MICROFILM COPY AVAILABLE
YES ☒ NO ☐

COPYRIGHT GRANTED
YES ☐ NO ☒

COPYRIGHT RELEASE FILED
YES ☐ NO ☐

TYPE OF REPORT
PROPOSAL ☐
IN-PROGRESS ☐
FINAL ☒
FOLLOW-UP ☐

OTHER ERIC REFERENCES:

ERIC SATELLITE CODE

B. INDEXING DATA

14. SUBJECT AREA

15. TYPE OF ENDEAVOR
report

16. INDEXING TERMS (6-12)

interinstitutional cooperation S-22		chemistry R-44	science Y-04	
curriculum R-53		biology R-26	foreign languages G-35	
physics P-13		mathematics O-11	teachers Y-21	

17. ABSTRACT (MAX. 250 WORDS)

Brief description of "The Great Plan," a cooperative program between Oklahoma City University and Massachusetts Institute of Technology to plan college courses using newly developed techniques in the fields of physics, chemistry, biology, mathematics, and modern languages; and to select outstanding educators to become senior academic leaders at Oklahoma City University.

ERIC No.

18. SOURCE OF ABSTRACT

C. FUNDING DATA

19. SUPPORTING ORGANIZATION	20. DIVISION OR DEPT.	21. CONTRACT NO. / PROJECT NO.
	22. TOTAL COST OF PROJECT	
	23. DURATION OF PROJECT	U.S. Department of Health, Education, and Welfare Office of Education

ERIC Form 1

Alumni News Winter 1960
Oklahoma City, Oklahoma City, Okla.

The Great Plan . . . How?

To implement "The Great Plan", the business community of Oklahoma City, under the leadership of Mr. Dean A. McGee, is embarked on a campaign to raise $2,545,000.

In announcing the campaign, which will be conducted during the month of April, Mr. McGee emphasizes that this is the first time in the history of Oklahoma that a financial campaign for a private college has been undertaken with the sole objective of improvement of the educational breadth and depth of the institution to achieve quality.

The initial financing reqiurements are based on a five year program.

"The Great Plan" calls for five endowed professorship at $200,000 each, in physics, chemistry, mathematics, biology and modern language studies. The faculty enrichment program is the backbone of "The Great Plan". Through these funds, outstanding professors in the various fields can be obtained to establish the tone and caliber of this program of excellence.

The fund for Advanced Faculty Study, through which members of the OCU faculty will be enabled to spend an academic year of graduate study, is designated at $100,000.

The plan calls for new science laboratories and equipment, at a cost of $200,000 each, and a new science library at a cost of $125,000. Two items of capitol improvements are also included. These are $100,000 for modernization of the Fine Arts Auditorium and $75,000 for enlargement of the student-faculty center.

The university, and Oklahoma, must be responsible for seeing that no student whose attainments would make him welcome on the campus will be deprived of education for the lack of funds. The intellectual and spiritual atmosphere which it is desired to create at OCU pre-supposes the attendance of a subtantial number of extremely able students. With this in mind, an immediate scholarship program, amounting to $300,000 is included in the campaign. This will make available 300 yearly scholarships averagin $1,000 each.

Through implementation of "The Great Plan" OCU will experience immediate and substantial increase in prestige, and will have the opportunity to enter the main stream of education and research.

Students at Oklahoma City University will be assured of an education similar in kind to that available in the best undergraduate colleges in the nation.

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education

This document has been reproduced exactly as received from the person or organization originating it. Points of view or opinions stated do not necessarily represent official Office of Education position or policy.

Four internationally famous scientists are pictured here, as they helped inaugurate the new science education program at OCU. Seated at left is Dr. Jerrold Zacharias who is the inventor of the world's most accurate atomic clock. At right is Dr. Isidor Isaac Rabi, Nobel Prize Winner in 1944 for his work in developing a resonance method of registering the electrical properties of atomic particles. He has since become an international authority on peaceful uses of atomic energy.

Standing at left is Dr. Lloyd V. Berkner, who first suggested putting a satellite into orbit, and recently headed a committee studying improved methods of detecting underground nuclear blasts. At right is Dr. Jerome B. Wiesner, Director, Research Laboratory of Electronics, MIT. All four men are members of the President's Science Advisory Committee.

"The Great Plan" is fundamentally two great partnerships. On the one hand, it is a partnership with one of America's finest institutions of excellence. On the other hand, it is a great partnership with the growing scientific leadership of Oklahoma City, Dr. Wilkes said.

"This three sided partnership will make the dreams of this program of excellence come true," he added.

Members of "The Great Plan" Committee serving with Mr. McGee include: C. R. Anthony, President, C. R. Anthony Co.; Virgil Browne, President, Oklahoma Coca-Cola Bottling Co.; Stanley C. Draper, Managing Director, Oklahoma City Chamber of Commerce; Luther T. Dulaney, President, Dulaney's Manufacturers and Distributors; B. D. Eddie, President, Superior Feed Mills, Inc.; Harvey P. Everest, President, Liberty National Bank & Trust Co.; E. K. Gaylord, President, Oklahoma Publishing Co.; S. N. Goldman, Chairman of the Board, Standard-Humpty Dumpty Super Markets; Donald S. Kennedy, President, Oklahoma Gas & Electric Co.; John E. Kirkpatrick, President, Kirkpatrick Oil Co., F. M. Petree, President, Home Mortgage & Investment Co., and J. Wiley Richardson, President, J. Wiley Richardson Enterprises.

ED000336

J. WILEY RICHARDSON HEADS ALUMNI DIVISION

The Alumni Division of "The Great Plan" for OCU will be headed by J. Wiley Richardson, law graduate in 1959. Mr. Richardson will be meeting with the Captains of the Alumni Division on March 21 in the Green Room of the Student-Faculty Center. A subsequent meeting will be the Kick-Off Dinner for the Alumni Campaign on March 28 at 6:30 in the Student-Faculty Center. All people connected with "The Great Plan" are to be present at that meeting. Report meetings are set up for April 4, April 11, and April 18 in the Green Room.

J. Wiley Richardson, Chmn. Alumni Division

The General Campaign Chairman of "The Great Plan", Mr. Dean McGee, and his committee are confident that the drive for funds to finance "The Great Plan" will be successful. Consequently, "The Great Plan" is already in operation, with plans to begin the program in the physics area in the fall of 1960. The immediate result will be an increased prestige which the school will receive, followed by a more meaningful respect for all the degrees from the institution.

Alumni Day Postponed

It was gratifying to know that some people "missed" Alumni Day when it failed to come off as announced for February 20. The reasons for postponement were many and somewhat complicated.

The committee planning the day had in mind a day greatly enhanced by the presence of a national personality. The person contacted was unable to appear on the proposed date, but agreed to put OCU on his speaking tour this spring of university and college campuses.

The Board of Directors of the Alumni Association seized on this as a way to have a really outstanding day. At the moment, we are still waiting confirmation on THE day, and are wondering if it will actually materialize.

If it does, you will be notified by special mailing of the date and schedule. If for some reason Alumni Day has to be permanently postponed this year, look forward to a really big Alumni Day next year. Sorry to have disappointed some of you.

Businesses Entering Matching Grants Programs for Universities

To encourage their employees to increase financial support of higher education, many businesses are entering a matching grants program. What this means is that employees of over 60 business organizations in the United States may have their gifts to colleges and universities matched dollar for dollar by the company.

Some companies have always been generous with their donations to higher education. However, they have come more and more to feel that if the graduates, who have been the direct beneficiaries of higher education, do not lead the way in seeking a meaningful committment to the institution of their choice, why should the businesses themselves make any contribution?

Regulations vary from company to company regarding this matching grants program. General Electric in its Corporate Alumnus Program states that "General Electric Foundation will make a contribution to any college or university . . . in an amount equal to *any* contribution, or the total of any contributions, by the General Electric employee or director who either holds an earned degree . . . or who has been in attendance there as a full-time regular day or evening student."

The General Foods Fund Matching Grants Program specifies that the General Foods Fund is prepared to match dollar for dollar from $10 to $1,000 any gift made by an employee to *any* college or university.

In most cases, the company provides a form which must be filled out by the employee as well as the school receiving the gift.

So, if you are employed by one of these 60 businesses, it is now possible to double the effectivenes of your gift. Needless to say, America has a need for educational strength, and you, the alumni and former students, can have a vital role in helping achieve it.

Chancellor Smith Honored

Dr. C. Q. Smith was honored on March 6 in Ft. Worth, Texas, at the 30th anniversary of the opening of Harris Hospital. Dr. Smith built, equipped, and operated the 480 bed hospital for three years before coming to Oklahoma City University as President in 1941. A bust of Dr. Smith, identical to the one in the C. Q. Smith Student-Faculty Center, was unveiled at the celebration.